

## CLAIMS

1. A method of promoting commerce, comprising:
  - displaying an advertisement for a product on a remote unit;
  - 5 accepting input through a device associated with said remote unit, said input from a potential consumer related to said advertisement;
  - connecting said potential consumer to a sales agent through said remote unit for an interactive sales pitch.
- 10 2. The method of claim 1 wherein displaying an advertisement for a product on a remote unit comprises displaying an advertisement on a television.
- 15 3. The method of claim 1 further comprising selectively displaying indicia associated with said advertisement concurrently with said advertisement.
4. The method of claim 3 wherein accepting input through a device associated with said remote comprises said potential customer entering the indicia a remote control device.
- 20 5. The method of claim 1 wherein displaying an advertisement for a product on a remote unit comprises displaying a television program on the remote unit.
6. The method of claim 1 wherein displaying an advertisement for a product on a remote unit comprises displaying a commercial on the remote unit.

7. The method of claim 1 further comprising determining the position of a customer positioned pointer to determine a product in which said customer is interested.
- 5      8. The method of claim 1 further comprising viewing by said sales agent a video feed from said customer.
9. The method of claim 1 wherein connecting said potential consumer to a sales agent through said remote unit for an interactive sales pitch comprises said sales agent pushing 10 multimedia content down a high bandwidth connection to said customer for viewing on said remote unit.
- 10     10. The method of claim 9 wherein pushing multimedia content down a high bandwidth connection to said customer comprises using a satellite connection to push content to said 15 customer.
11. The method of claim 9 wherein pushing multimedia content down a high bandwidth connection to said customer comprises using a wire based connection to push content to said customer.

12. A communication apparatus comprising:

- a remote control device;
  - a set top box capable of wireless communication with said remote control device;
  - a remote unit communicatively connected to said set top box; and
- 5           a controller positioned within said set top box and adapted to control said display and receive input from said remote control device, said controller adapted to receive information relating to data presented on the display from the remote control device and establish a communication link to a remote location where a sales agent is located, said controller adapted to relinquish control of said display to said sales agent for interactive
- 10          communication between the sales agent and a potential consumer associated with the remote control device.

13. The system of claim 12 wherein said remote unit is a television.

15          14. The system of claim 12 wherein said communication link is adapted to be created over a satellite system.

16. The system of claim 12 wherein said communication link is adapted to be created over a cable network.

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17. The system of claim 12 wherein said set top box further comprises a DVD player.

18. The system of claim 12 wherein said set top box further comprises a CD player.

18. The system of claim 12 wherein said set top box further comprises a VHS player.
19. An interactive sales process comprising:
- 5           displaying an advertisement on a remote unit;
- inducing a customer to actuate a remote control device to connect the remote unit to a remotely positioned sales agent through the remote unit;
- establishing a two way audiovisual communication link between the sales agent and the customer; and
- 10          presenting content originating with the sales agent on the remote unit for viewing by the customer to promote a sale.
20. The method of claim 19 wherein presenting content originating with the sales agent comprises presenting a video image of the sales agent on the remote unit.
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21. The method of claim 19 wherein presenting content originating with the sales agent comprises presenting an audio signal from the sales agent and a genie video representation of the sales agent.
- 20          22. The method of claim 19 further comprising allowing the sales agent to direct web pages to the customer for viewing on the remote unit.

23. The method of claim 19 further comprising soliciting payment information from the customer.

24. The method of claim 23 further comprising generating shipping information for the  
5 customer after soliciting payment information.

25. A method for enabling sales, comprising:

providing a plurality of trained sales agents;

accepting an incoming call with information about an advertisement a potential

10 customer was watching;

directing said incoming call to one of said plurality of trained sales agents based on said information;

directing a multimedia, interactive, videophone communication from said one of said plurality of trained sales agents to said customer including content select from the

15 group consisting of: web pages, prefilmed video clips, statistical data, still images, and a genie; and

soliciting payment information from the customer to consummate the sale.

26. The method of claim 25 wherein directing said incoming call to one of said plurality

20 of trained sales agents comprises directing said incoming call to a sales agent within a managed portal network.

27. The method of claim 25 wherein directing said incoming call to one of said plurality of trained sales agents comprises directing said incoming call to a sales agent outside a managed portal network.

5       28. The method of claim 25 wherein soliciting payment information from the customer to consummate the sale comprises soliciting a credit card number from the customer.

29. The method of claim 25 further comprising arranging for shipping the good sold to the customer.

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30. The method of claim 29 further comprising providing the customer with some information relating to the shipping.

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31. The method of claim 25 wherein accepting an incoming call with information about an advertisement a potential customer was watching comprises accepting an incoming call with indicia related to embedded indicia in the advertisement.

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32. The method of claim 25 wherein accepting an incoming call with information about an advertisement a potential customer was watching comprises accepting an incoming call with channel and timestamp information.

33. The method of claim 25 wherein accepting an incoming call with information about an advertisement a potential customer was watching comprises accepting an incoming call with channel, timestamp, and x-y coordinate information, said x-y coordinate relating to a location selected on the remote unit by the customer.

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34. The method of claim 25 wherein accepting an incoming call with information about an advertisement a potential customer was watching comprises accepting an incoming call over a wirebased network.

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